

Innovative Research Group, Inc.
Vancouver :: Toronto :: Montreal
www.innovativeresearch.ca



Dominion Institute ▶▶

2008 Youth Election Study



Prepared for:

Dominion Institute

October 3, 2008

Methodology
Executive Summary
Results



Methodology

- These are the findings of an Innovative Research Group inc (INNOVATIVE) poll conducted by Uthink Online from September 10 to September 15, 2008. This online survey of 1000 Canadians between the ages of 18 and 25, was conducted on Uthink's Online national panel. The Uthink Online Panel is recruited from a wide variety of sources to reflect the age, gender, region and language characteristics of Canadians between the ages of 18 and 25 across the country. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Canadians between the ages of 18 and 25 according to Census data to provide results that are intended to approximate a probability sample. Uthink provides each panellist with a unique url in their invitation so that only invited panel members are able to complete the survey and every panel member can only complete one survey. An unweighted probability sample of this size, with a 100% response rate, would have an estimated margin of error of +/- 3.1 percentage points for the Canadian data 19 times out of 20.
- Please see regional breakdowns on the following page.
- **Note:** Graphs may not always total 100% due to rounding values rather than an error in data. Sums are added before rounding numbers.



***Quota Description based on Stats Canada
2006***

	Description	N
Quota 1	Quebec French	190
Quota 2	English Quebec	60
Quota 3	Ontario	380
Quota 4	West provinces	300
Quota 6	East provinces	70



Executive Summary

Voter turn out

- ‘Will definitely vote’ down from last election among young Canadians in the rest of Canada.
- Slight dip in Quebec of those that are definitely going to vote.
- Those that are voting are doing it because it is their responsibility and duty.
- Those that are unlikely to vote say it is because they do not know enough yet.



Executive Summary

Civic Education

- Young Canadians that discuss politics frequently at home are three times as likely to vote as those that never discuss politics at home.
- Young Canadians who feel that voting is their duty are twice as likely to vote than those that feel like voting is a choice.
- Young Canadians that took a course in high school that explained how the Canadian political system works are ten percent more likely to vote than those that didn't.

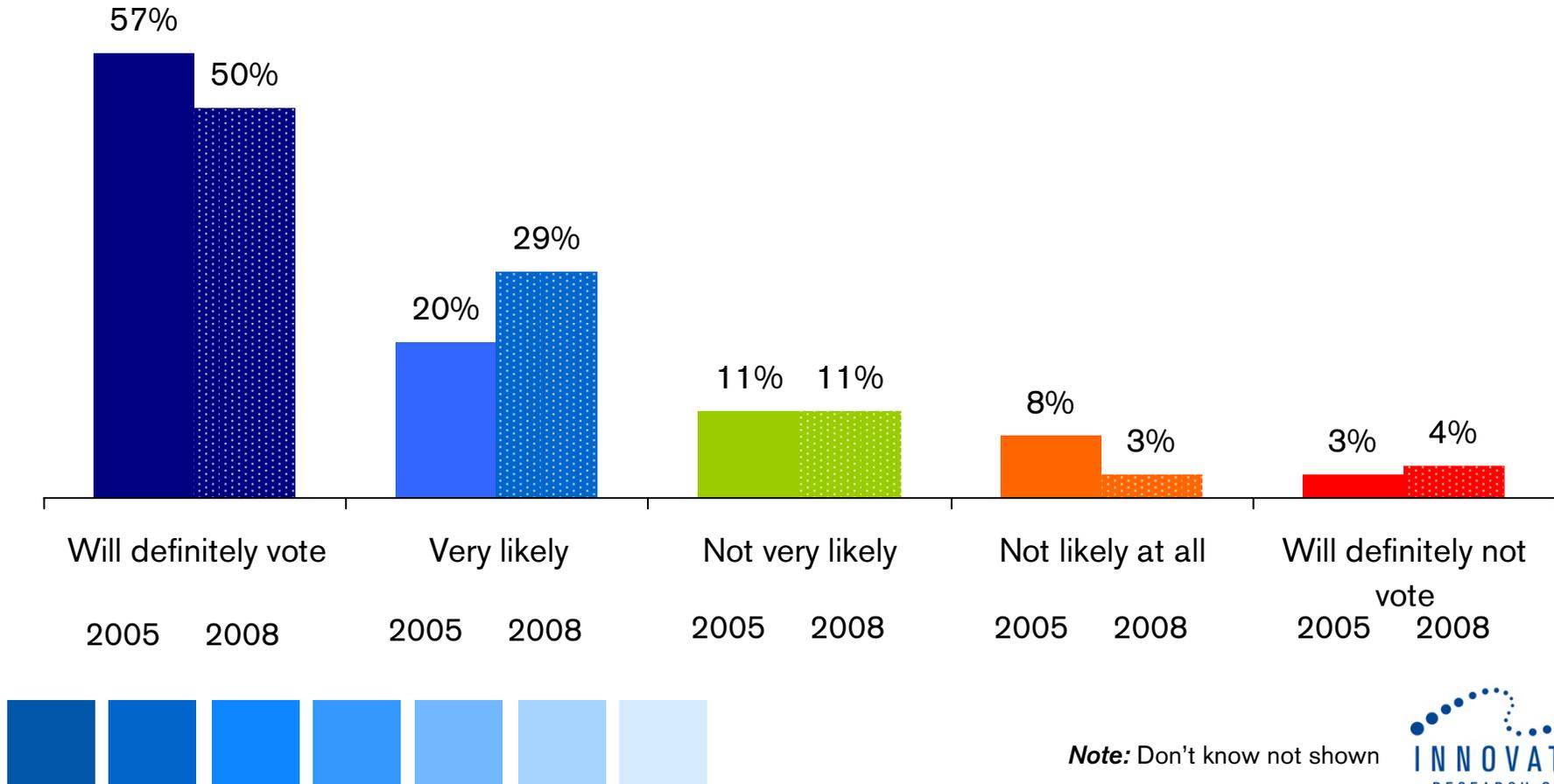


Voter Turnout



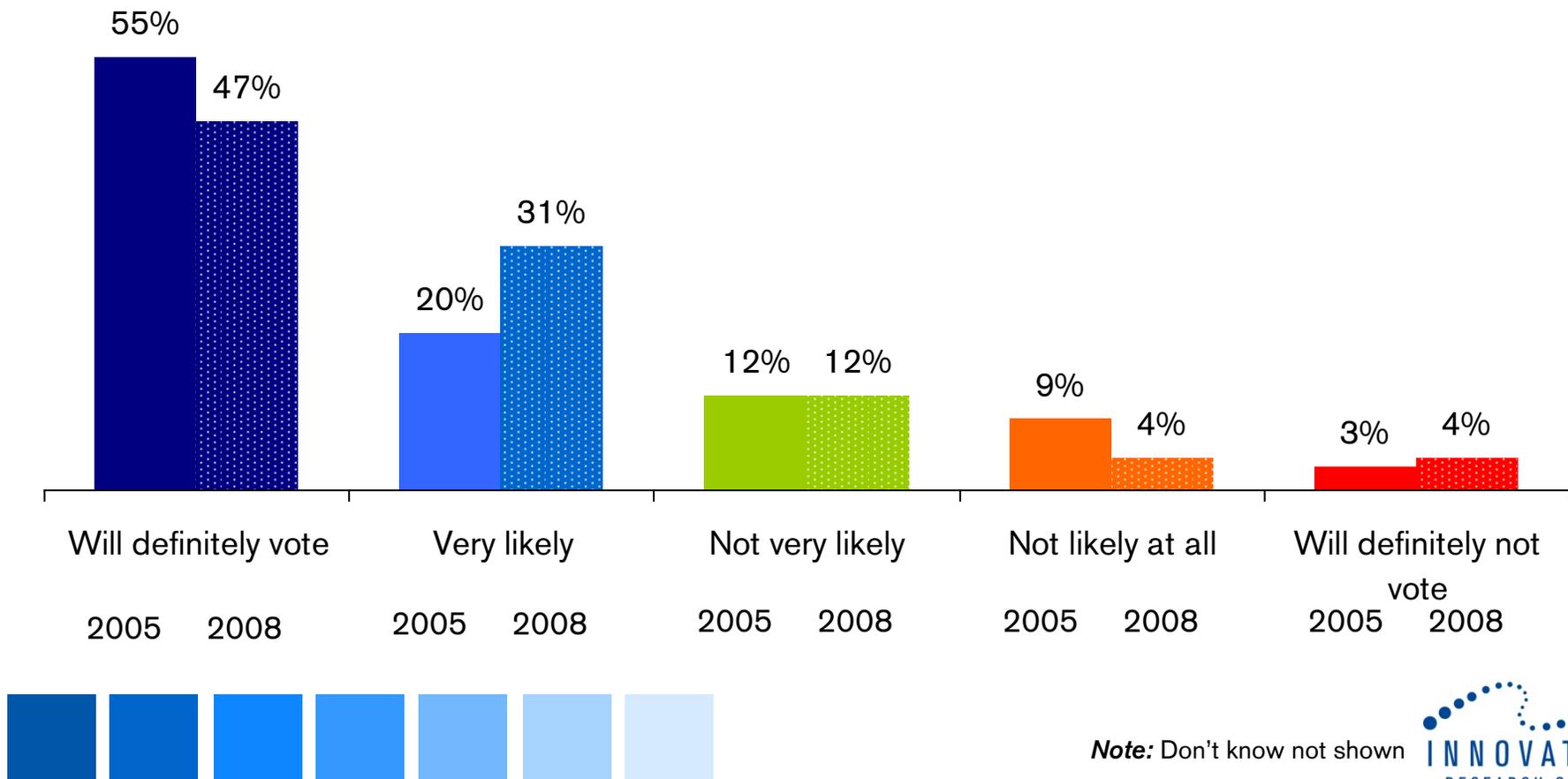
Likelihood to vote (Tracking)

Q How likely is it that you will vote in the upcoming federal election?



Likelihood to vote - ROC (Tracking)

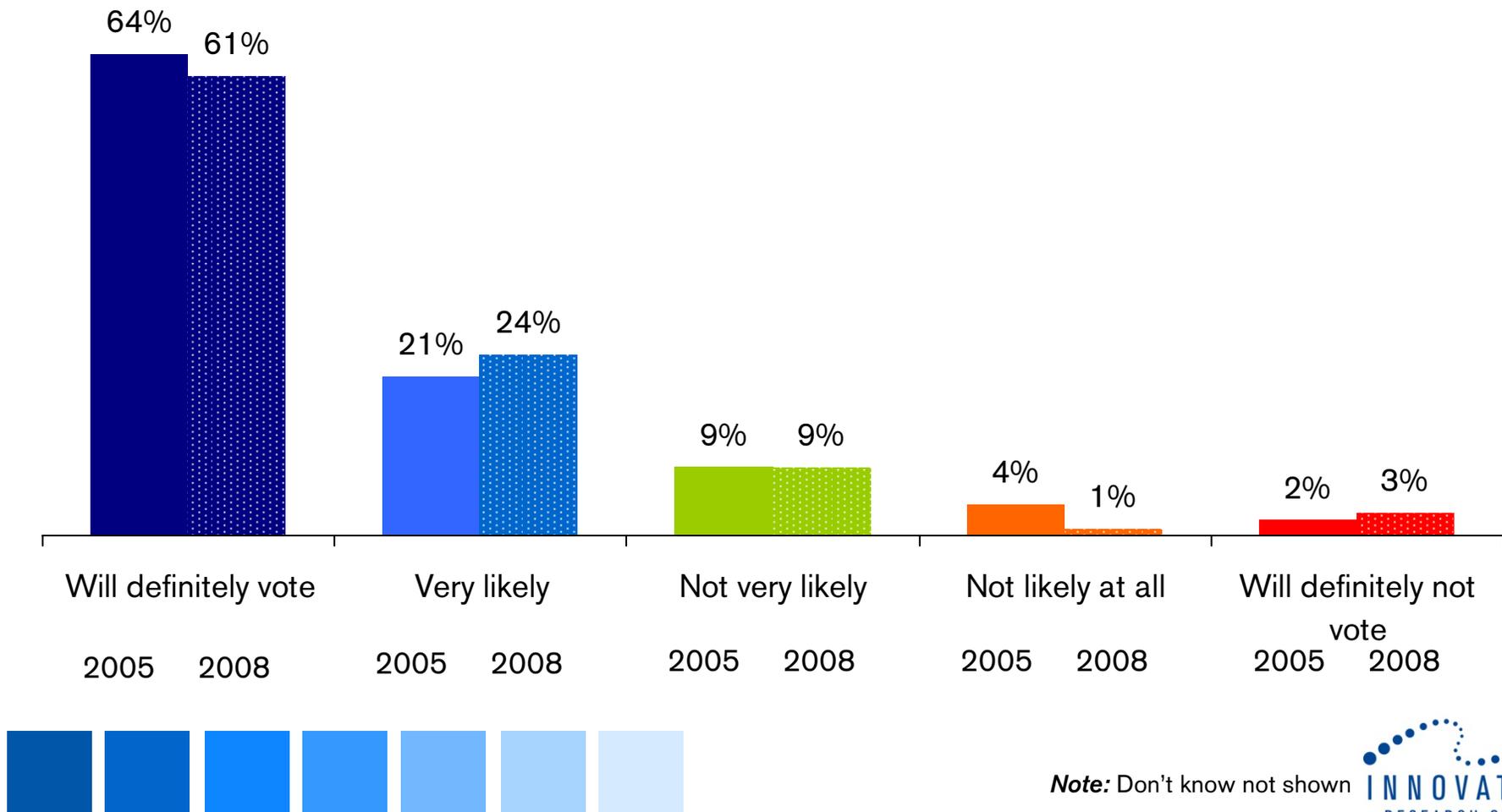
Q How likely is it that you will vote in the upcoming federal election?



Note: Don't know not shown

Likelihood to vote - Quebec (Tracking)

Q How likely is it that you will vote in the upcoming federal election?

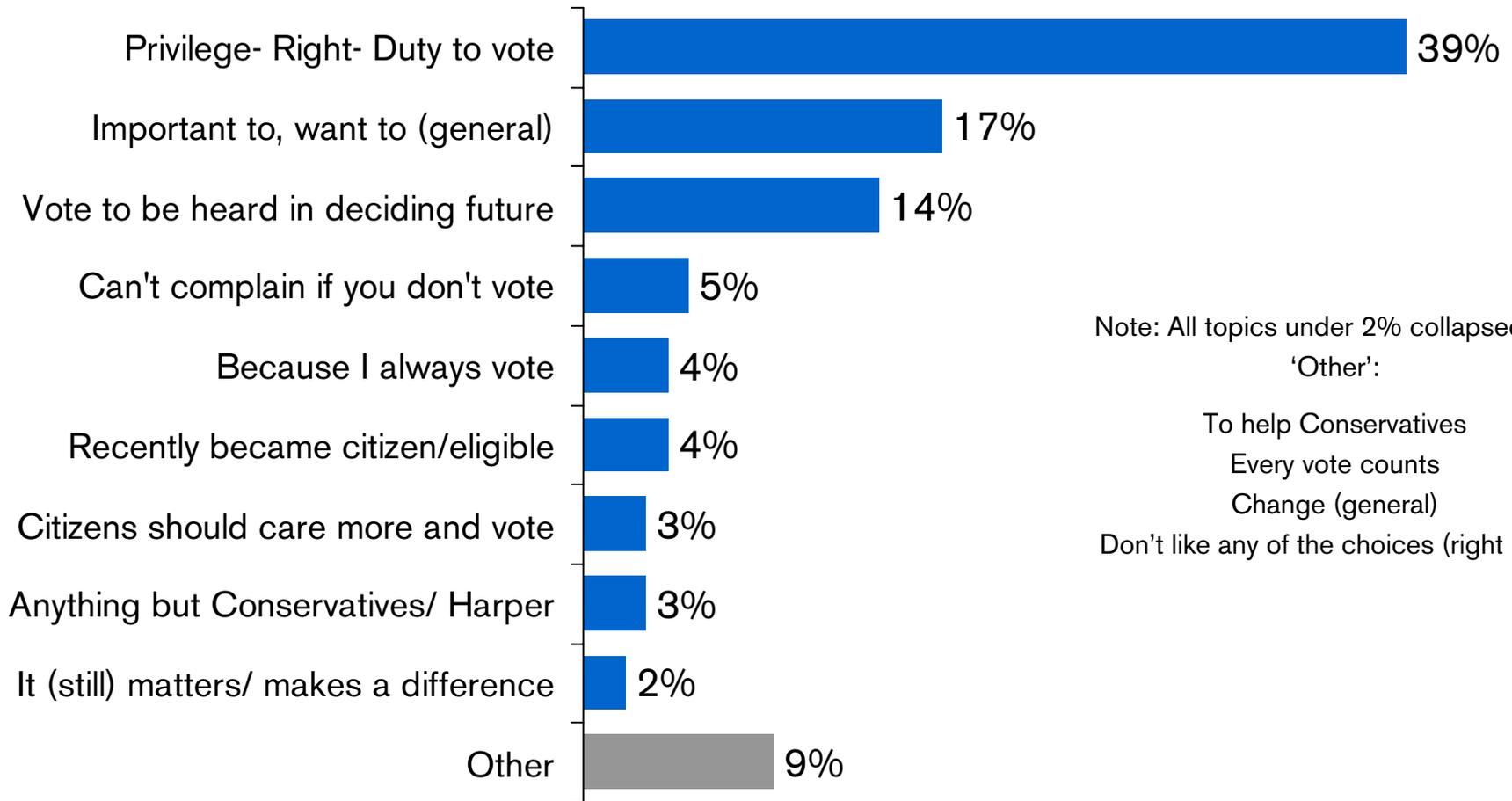


Note: Don't know not shown

Right/ duty to vote top reason to vote among those who will definitely vote



And why do you say that? N=499



Note: All topics under 2% collapsed into 'Other':

- To help Conservatives
- Every vote counts
- Change (general)
- Don't like any of the choices (right now)



Note: Don't know (1%) not shown

Likely to vote Verbatims

Q

And why do you say that? [Verbatims]

Privilege – Right –
Duty to vote:

“I will vote because it is my
duty as a citizen of a
democracy.”

“...previous generations
fought for this right!”

Important, want to (general):

“It is important that every
Canadian votes so that
everyone is represented.”

“Because it is important to vote,
otherwise, why have a
Democracy?”

Vote to be heard in
deciding future:

“Because I care about what
happens in this country and
this is my opportunity to
influence that.”

“I will vote because I like to
have the choice in who will
be running the country.”

Can't complain if you don't
vote:

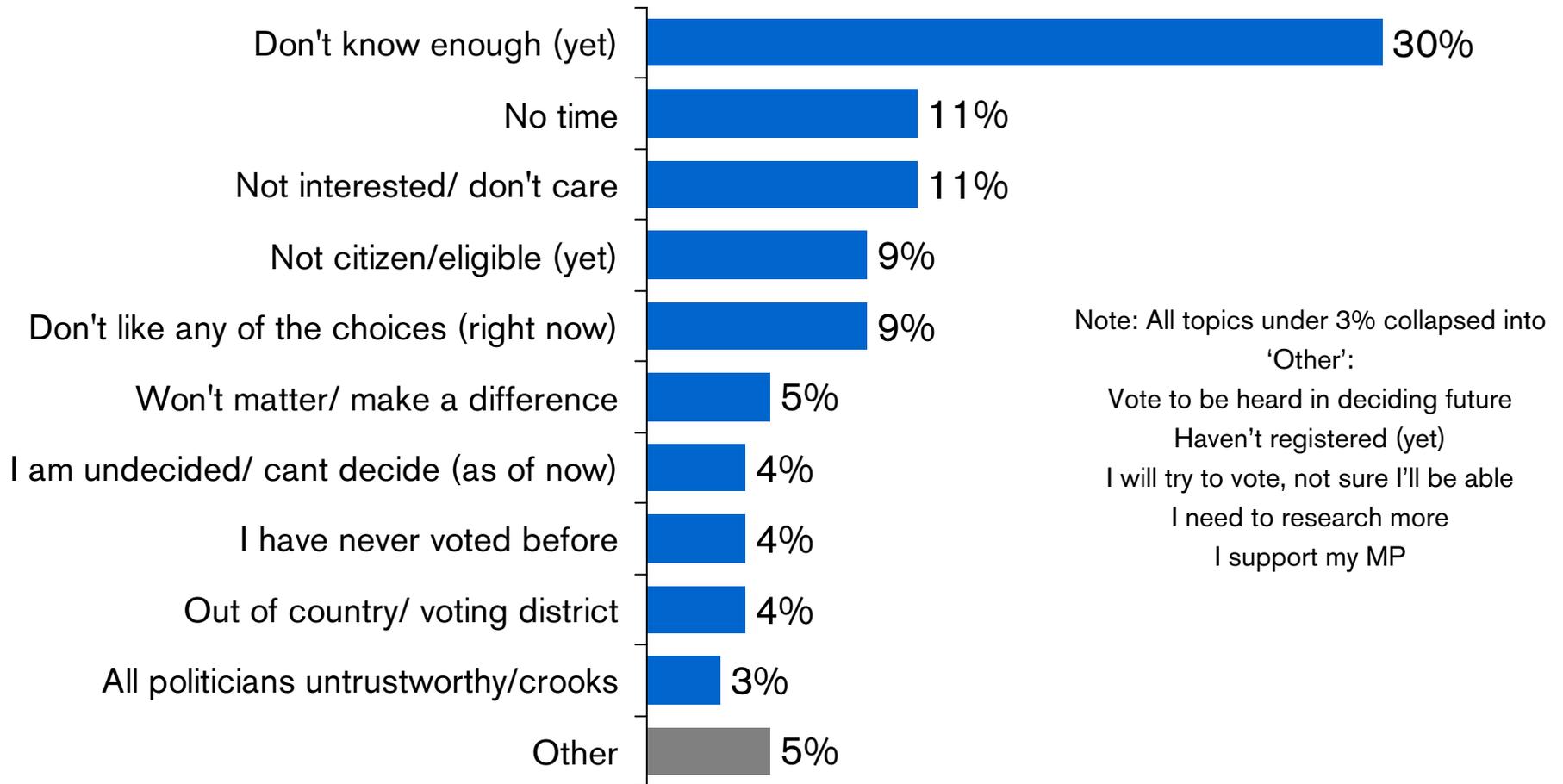
“If you don't vote you can't
complain on who was elected
or the issues they put in the
forefront.”



Don't know enough (yet) top reason for not likely, ¹³ not at all likely to vote



And why do you say that? N=1001



Note: Don't know/Refused (5%) not shown

Unlikely to vote Verbatims

Q

And why do you say that? [Verbatims]

Don't know enough (yet):

"At this point I have not been paying attention enough to vote."

"I don't know much about it to have a qualified opinion."

No time:

"Too busy with school."

"I don't feel like it after a full day."

Not interested/ don't care:

"Not interested in politics."

"I just don't care."

Not a citizen/eligible (yet):

"I'm on a study visa."

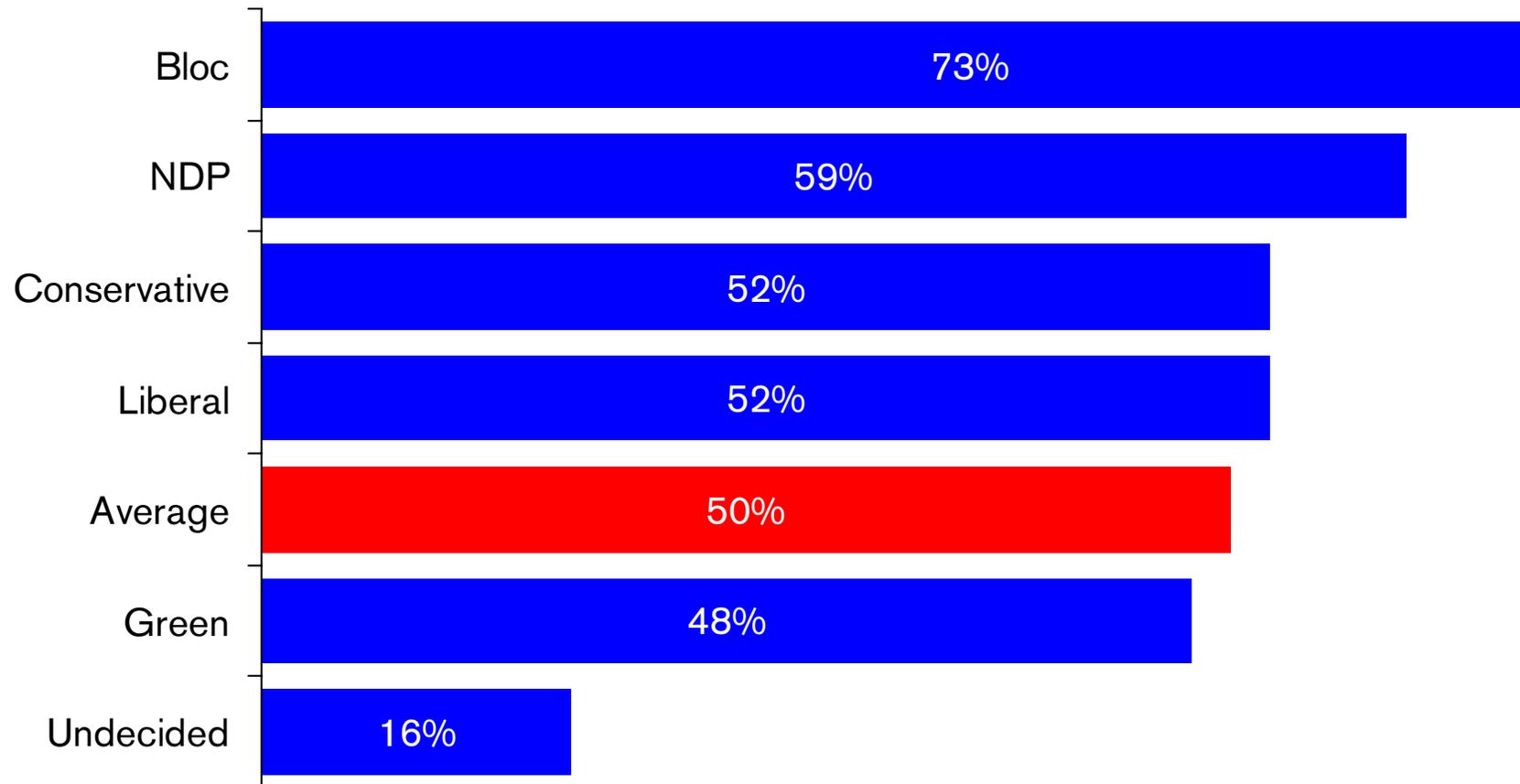
"I'm not landed immigrant, can't vote yet."



Greens and undecideds least likely to vote



Those that responded 'definitely will vote'



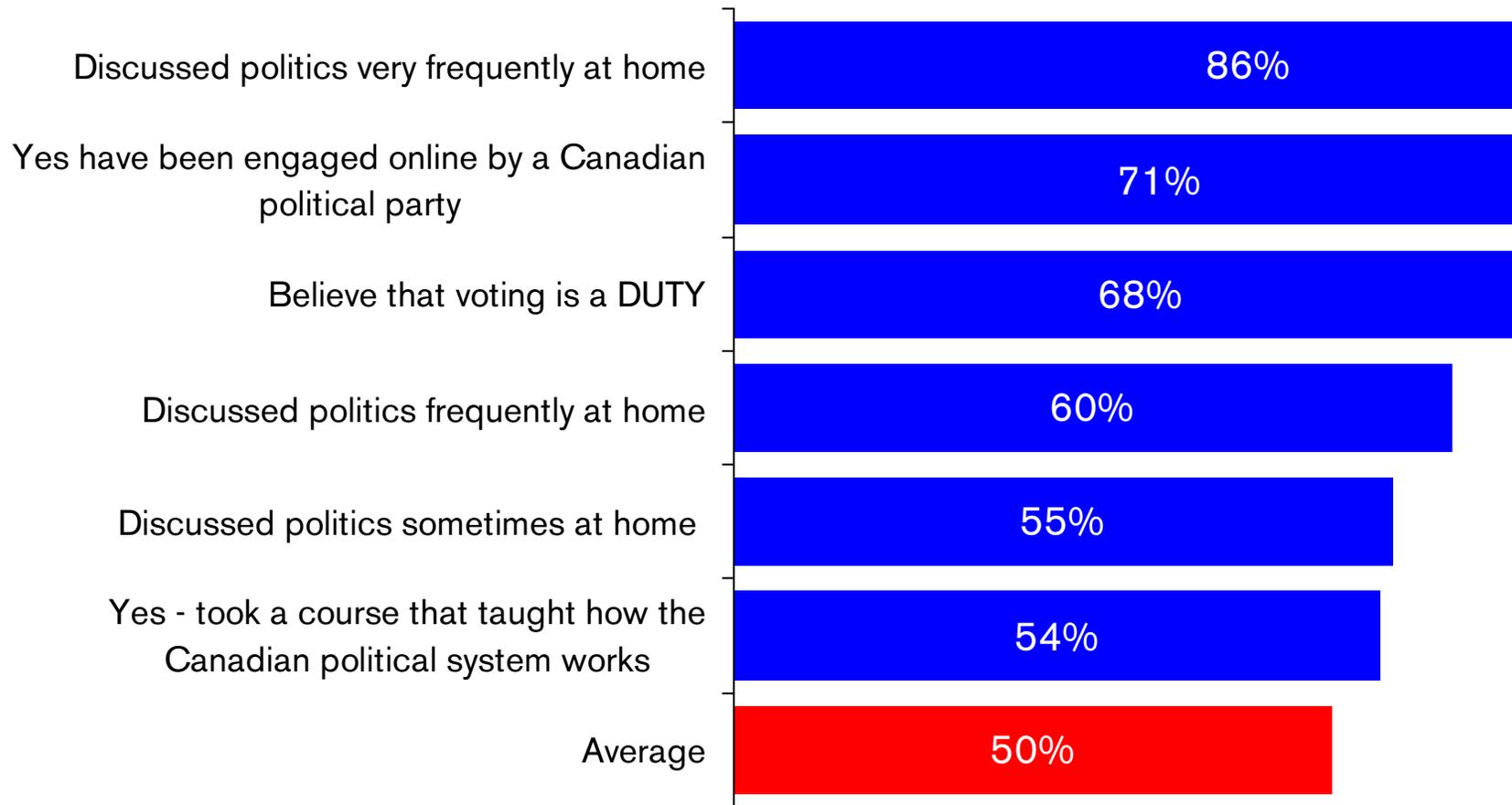
Civic Education



Discussion, engagement, understanding of the system and belief that voting is a duty makes youth more likely to vote



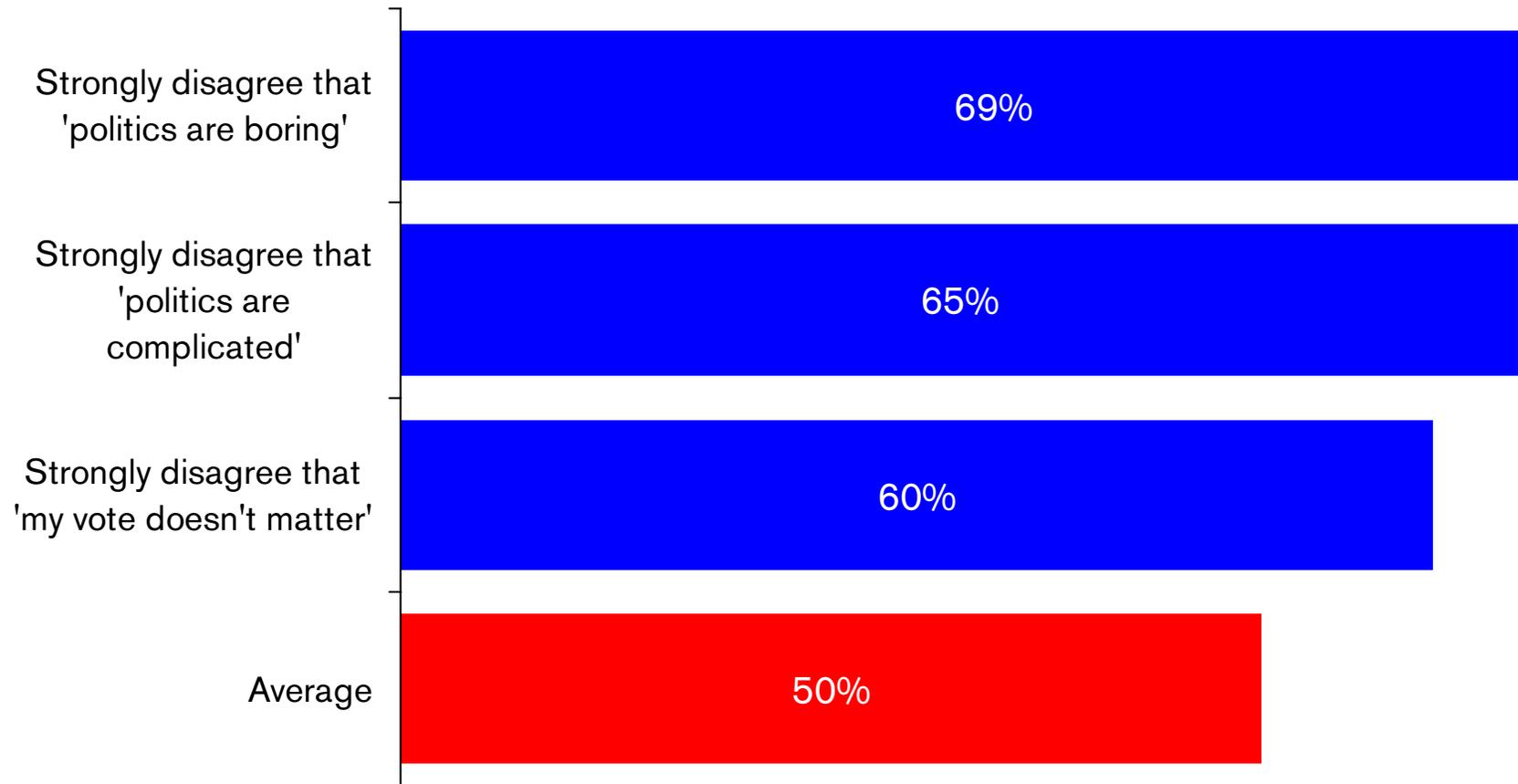
Those that responded 'definitely will vote'



Youths that do not feel politically alienated are more likely to vote

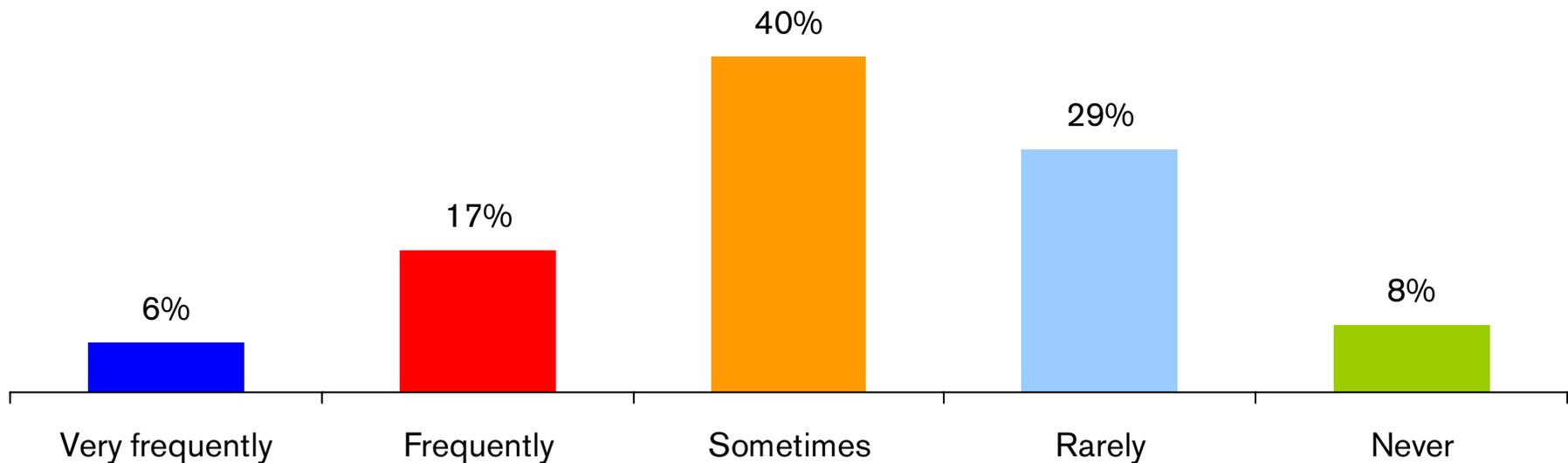


Those that responded 'definitely will vote'



One in five young Canadians report 'frequently' discussing politics at home

Q In some households, politics is a common topic of discussion. In others, politics is rarely discussed. How often was politics discussed in your house growing up?

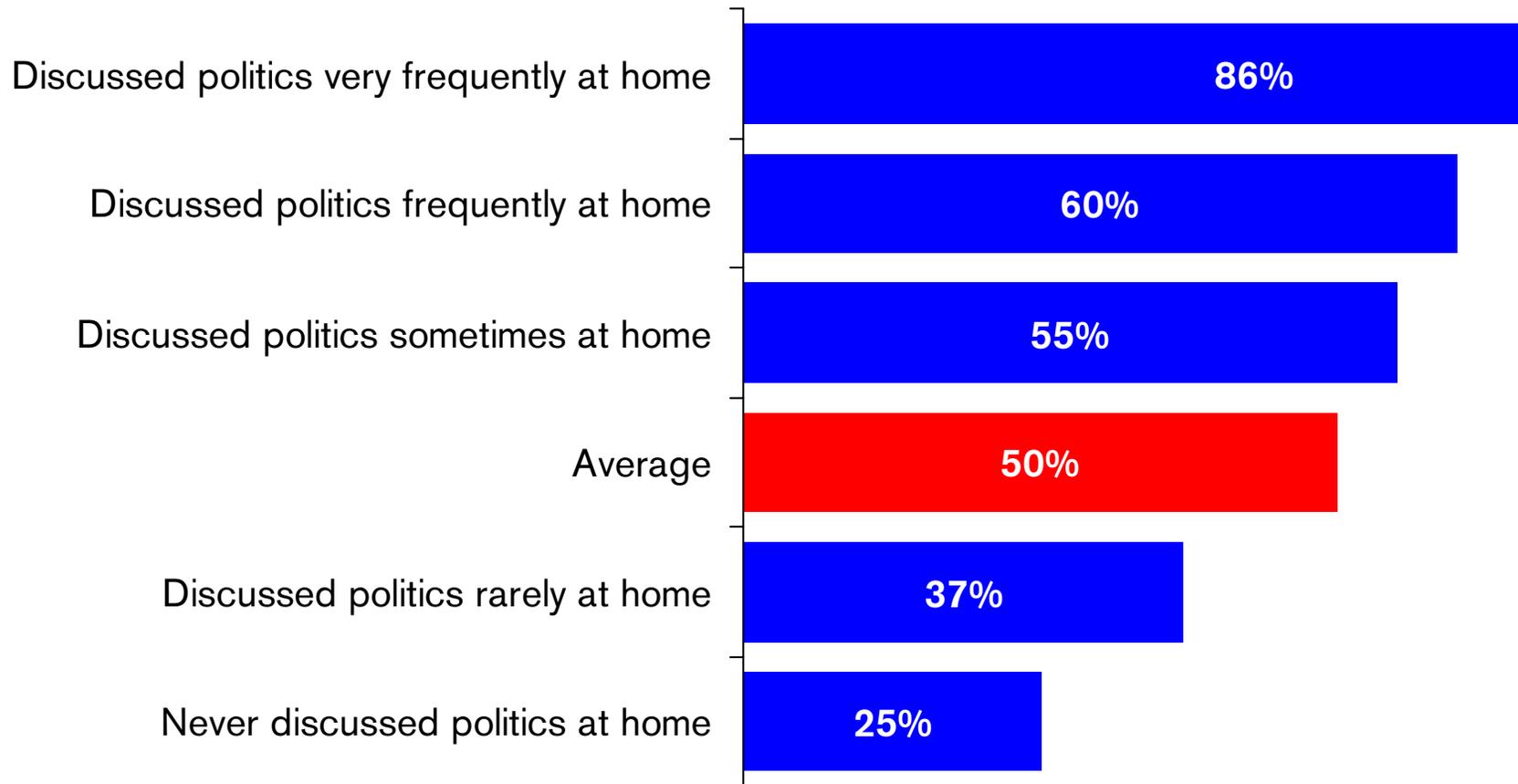


Note: Don't know (1%) not shown

Those that discussed politics at home at least sometimes are more likely to vote than average



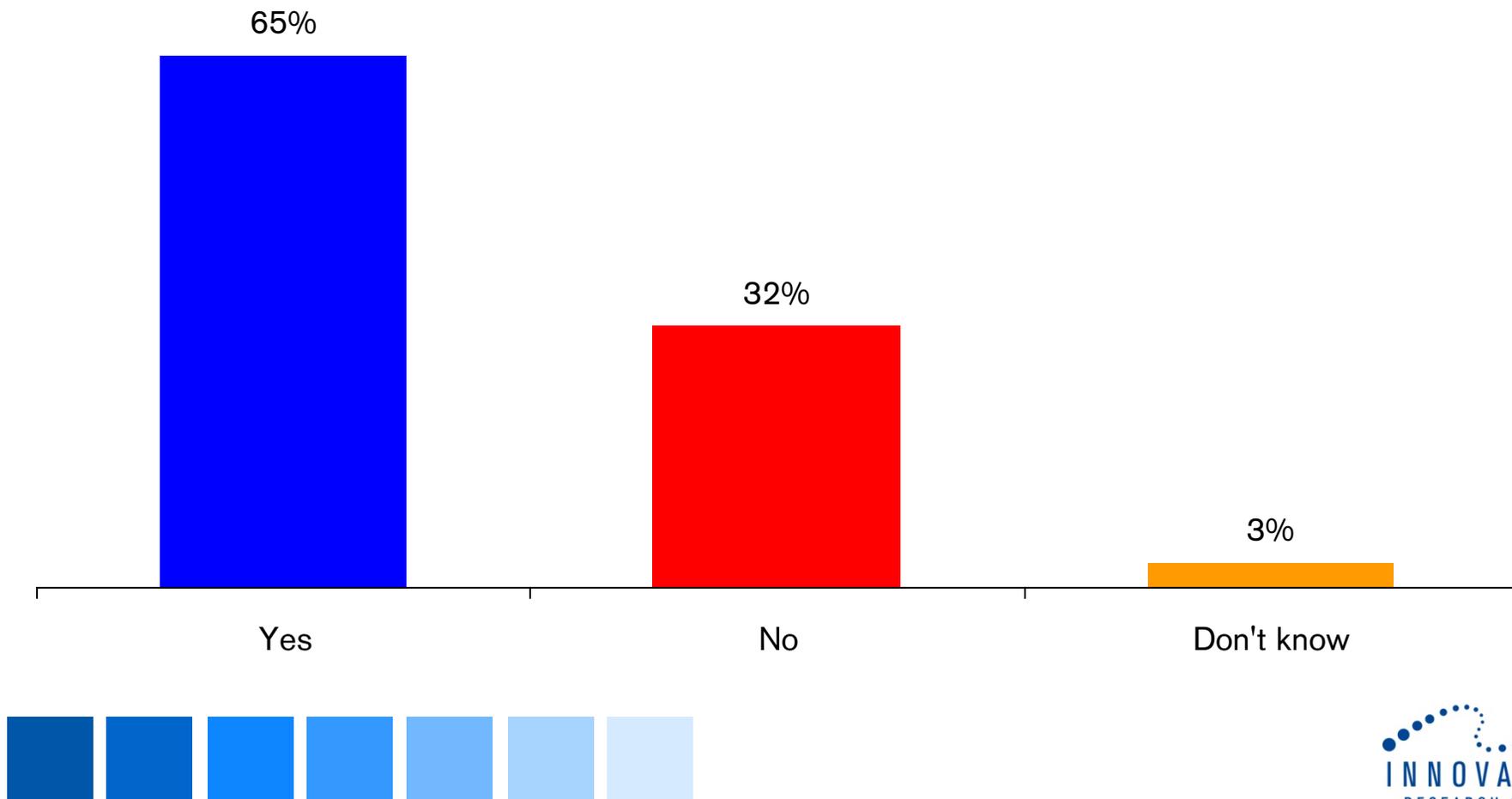
Those that responded 'definitely will vote'



More than three in five educated at school about the Canadian political system

Q

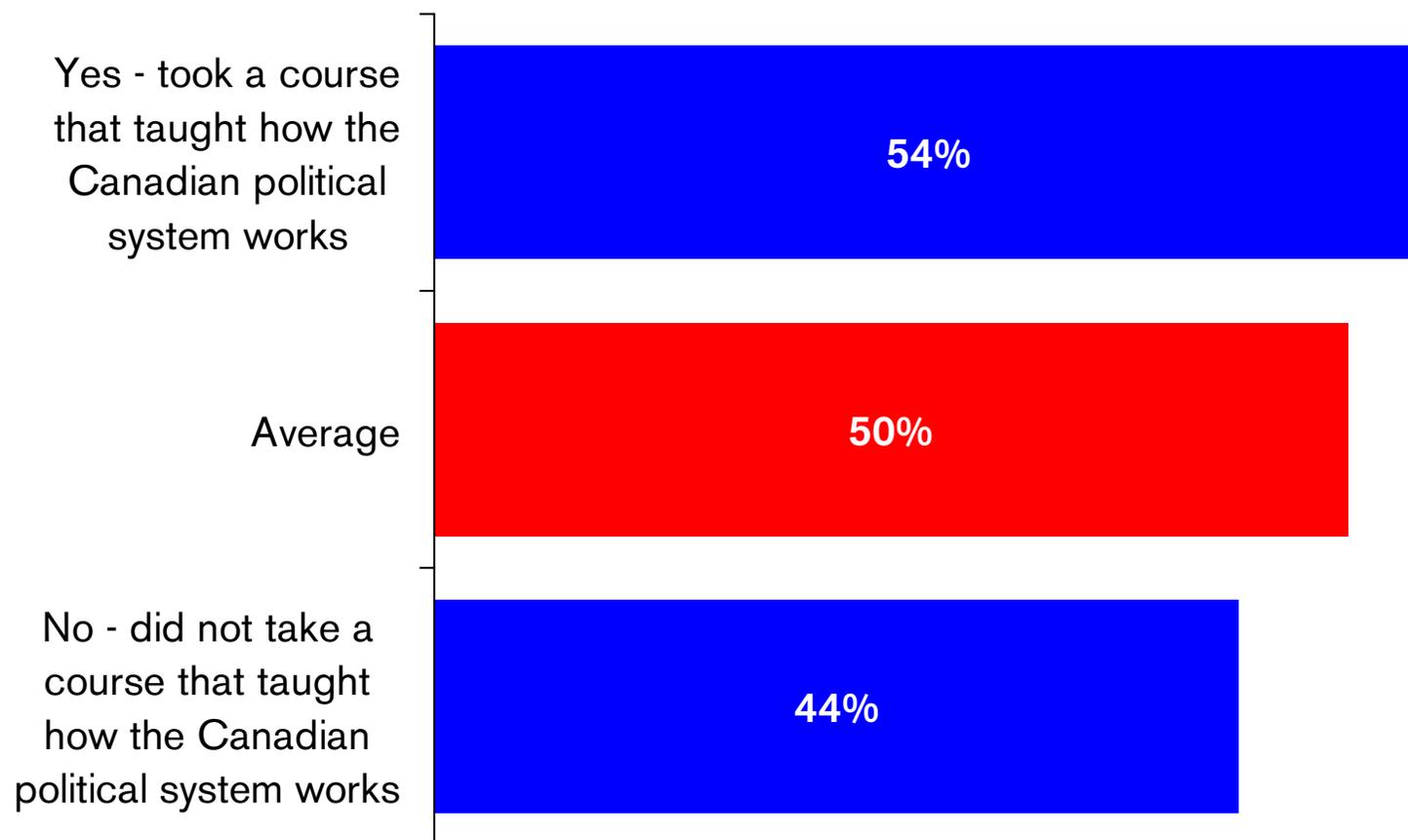
In high school, did you take a course that taught you how the Canadian political system works?



Those that took a civics course in highschool are ²² more likely to vote than average

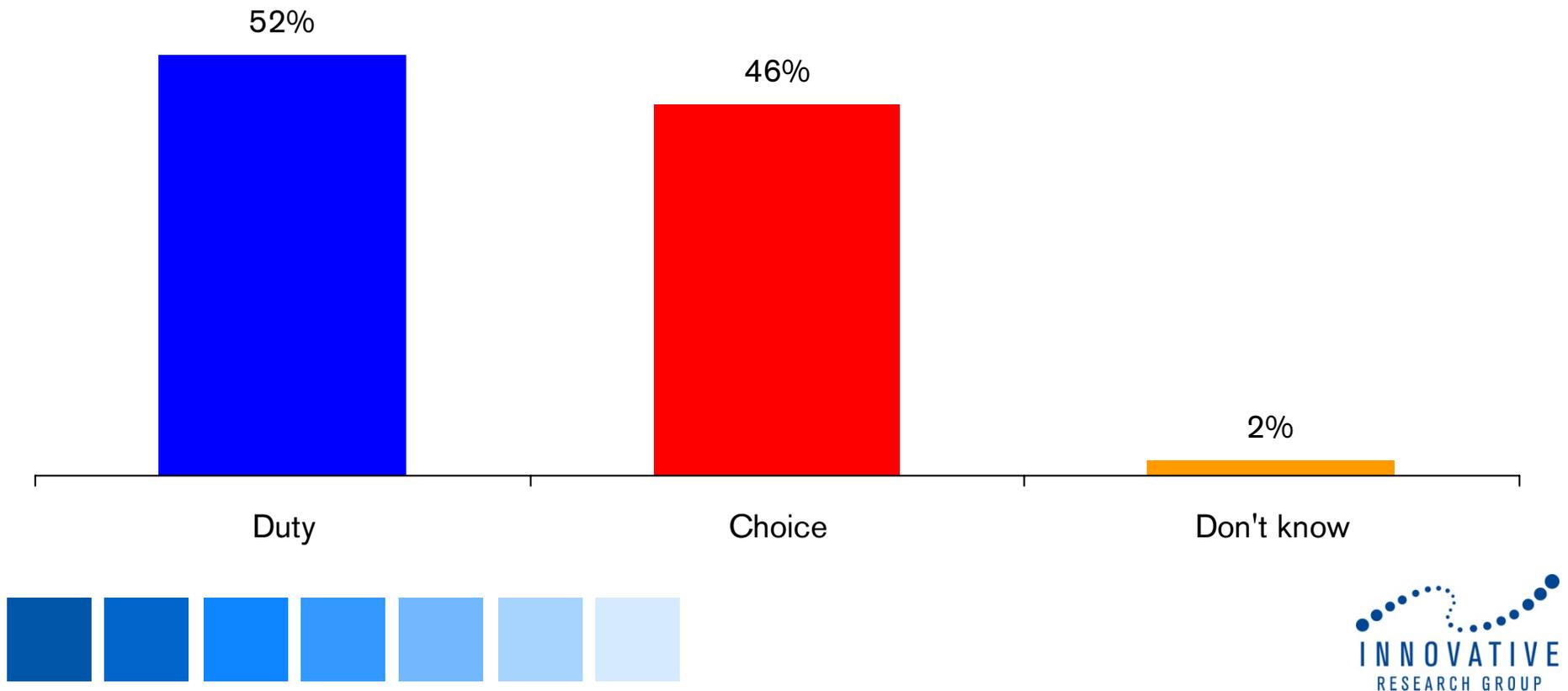


Those that responded 'definitely will vote'



Majority see voting, first and foremost, as a 'duty'

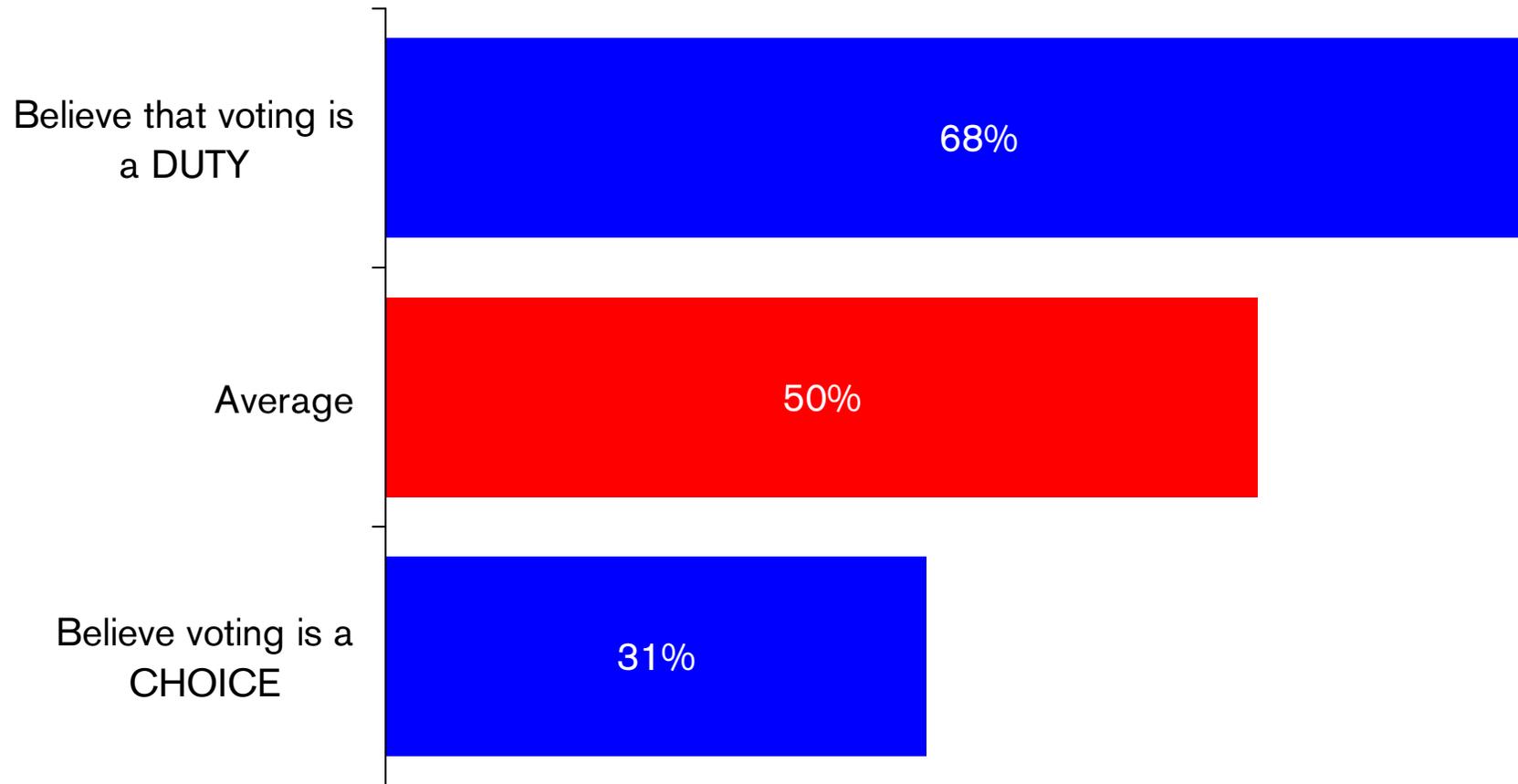
Q Different people feel differently about voting. For some, voting is a **DUTY**. They feel they should vote in every election regardless of how they feel about the candidates and parties. For some, voting is a **CHOICE**. They feel free to vote or not to vote in an election depending on how they feel about the candidates and parties. For you personally, is voting **FIRST** and **FOREMOST** a:



Those that believe voting is a duty are more likely ²⁴ to vote than average

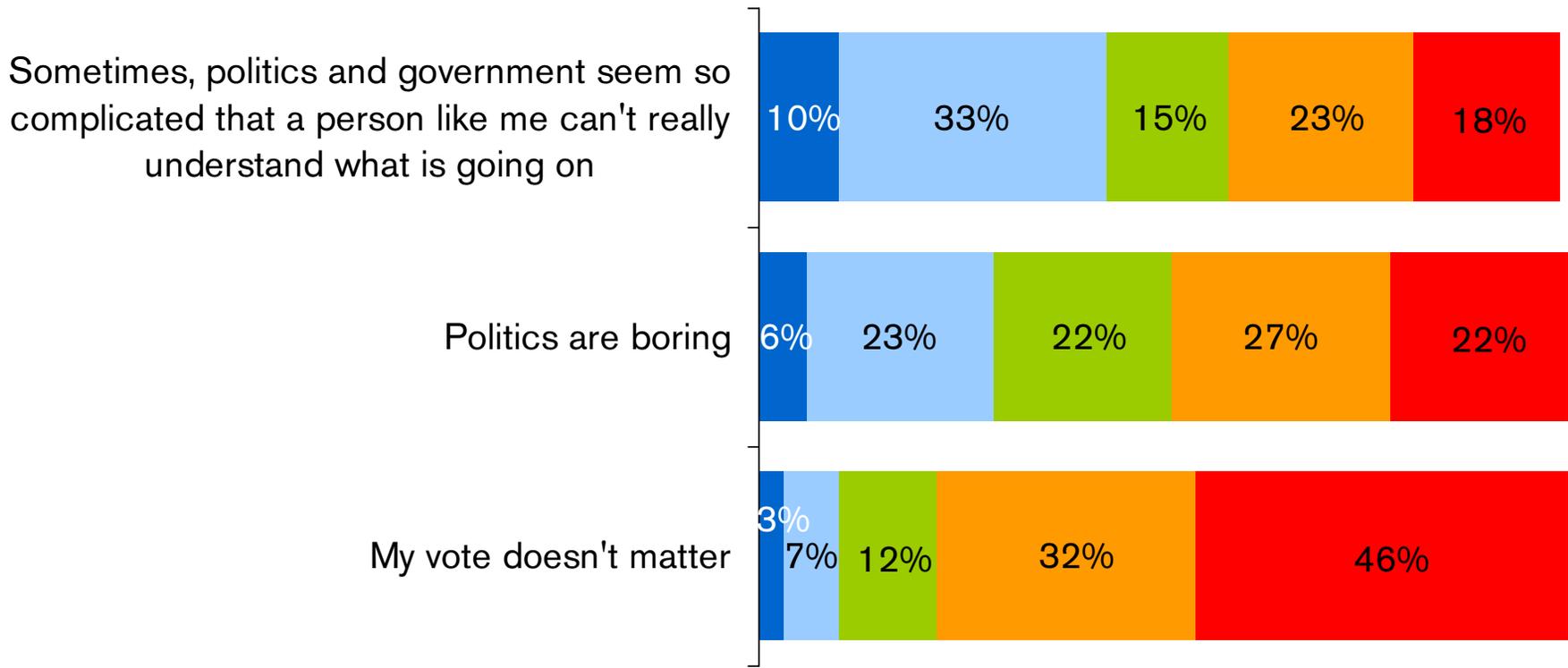


Those that responded 'definitely will vote'



Half strongly disagree that their votes do not matter

Q For each statement below, please indicate if you agree or disagree with each of the following statements.



■ Strongly agree
 ■ Somewhat agree
 ■ Neither agree nor disagree
 ■ Somewhat disagree
 ■ Strongly disagree

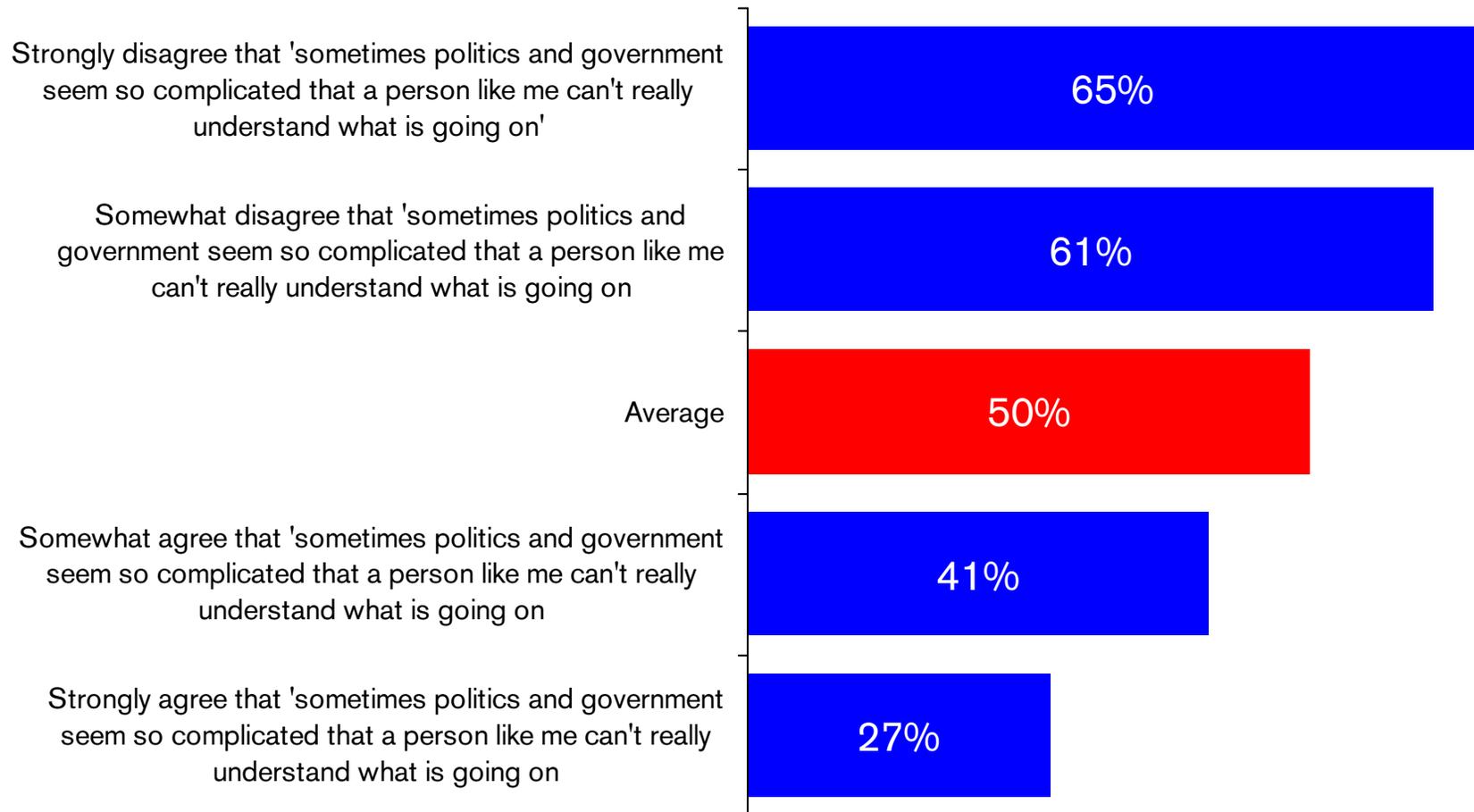


Note: Don't know not shown

Those that disagree that politics are too complicated are more likely to vote than average



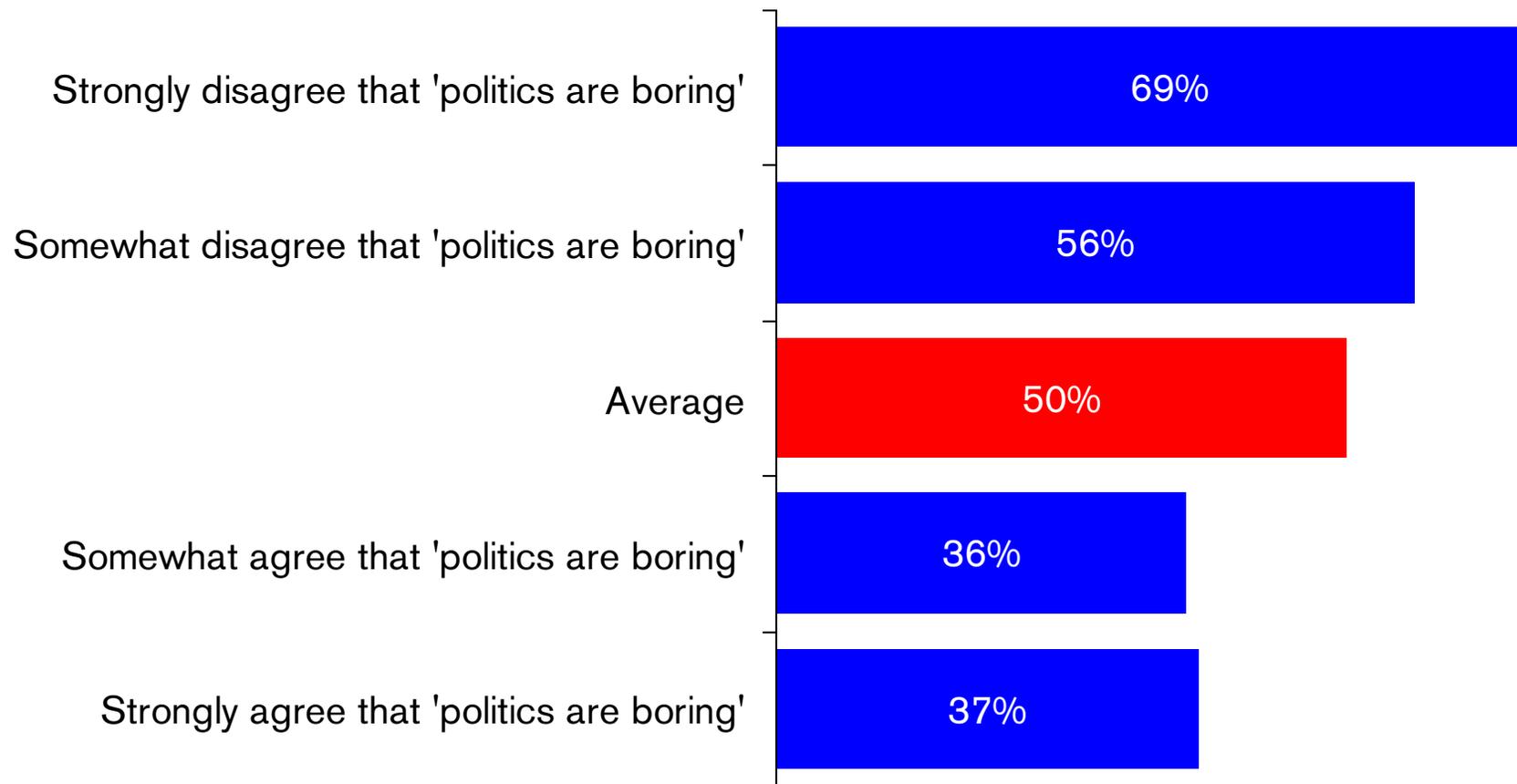
Those that responded 'definitely will vote'



Those that disagree that politics are boring are more likely to vote than average



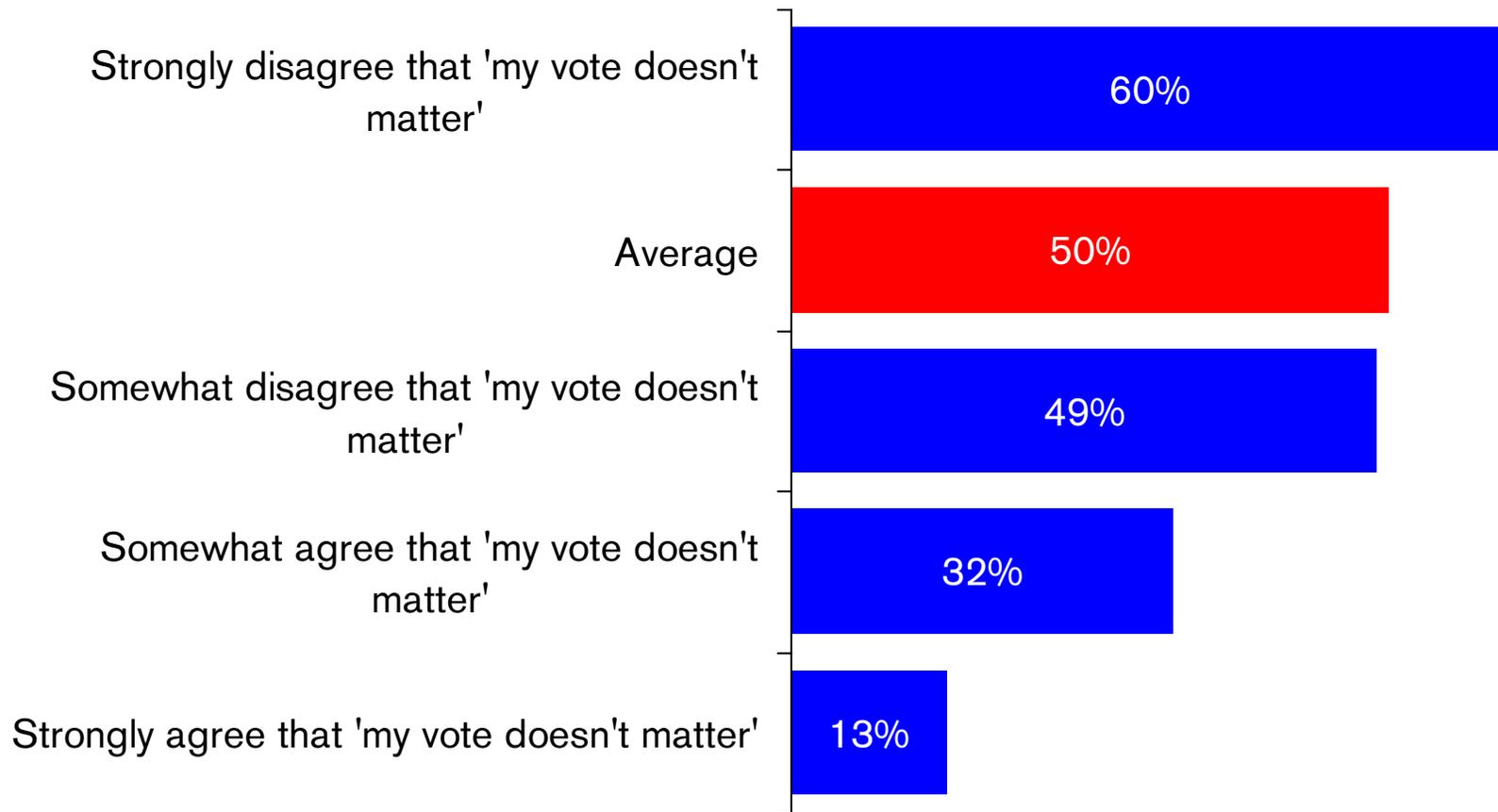
Those that responded 'definitely will vote'



Those that strongly disagree their vote doesn't matter are more likely to vote than average



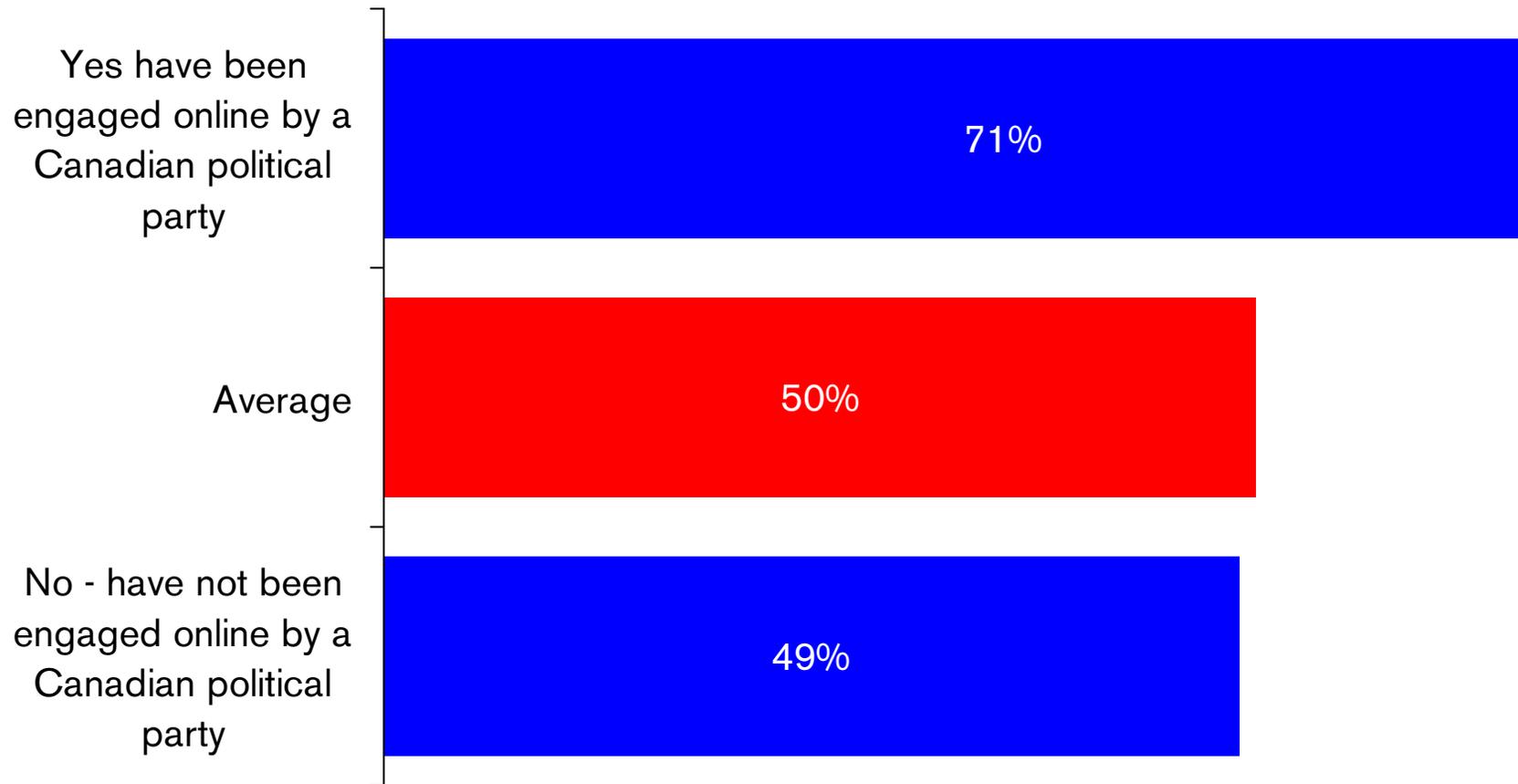
Those that responded 'definitely will vote'



Those that have been engaged online by a political party are more likely to vote than average



Those that responded 'definitely will vote'





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